

ORDER



Orders
Order / Rev: 707775
Alt Order #:
Product Desc: McCaskill for Senate 2012 :30's
Estimate: 11633
Flight Dates: 08/20/12 - 08/26/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: Political

KSDK

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 9990 Lee Hwy #210
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: McCaskill, C/ D/ Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	20	\$31,950.00	\$27,157.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	20	\$31,950.00	\$27,157.50	0.00
Totals	20	\$31,950.00	\$27,157.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	40%	\$31,950.00
Market	100%	\$79,875.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$47,925.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	08/20/12	08/26/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----			1		\$1,500.00		0.00				
N 2	KSDK	08/20/12	08/26/12	M-F 6-7A 6-7a	CM	6-7A	----F--	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate: 11633

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSDK	08/20/12	08/26/12	M-F 6-7A 6-7a	CM	6-7A	----F--	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$1,500.00		0.00			
N 3	KSDK	08/20/12	08/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-1-1---	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-1-1---		2				\$1,200.00		0.00			
N 4	KSDK	08/20/12	08/26/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	1:00	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$750.00		0.00			
N 5	KSDK	08/20/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	1:00	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$1,050.00		0.00			
N 6	KSDK	08/20/12	08/26/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	----F--	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$400.00		0.00			
N 7	KSDK	08/20/12	08/22/12	M-F 430-5p Jeopardy	CM	430-5p	1-1----	1:00	2	\$1,050.00	P-2	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	1-1----		2				\$1,050.00		0.00			
N 8	KSDK	08/21/12	08/24/12	M-F 4P News News 5 at Four	CM	4-430P	-1--1--	1:00	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-1--1--		2				\$900.00		0.00			
N 9	KSDK	08/24/12	08/24/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	1:00	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$2,100.00		0.00			
N 10	KSDK	08/20/12	08/23/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	1--1---	1:00	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	1--1---		2				\$2,250.00		0.00			
N 11	KSDK	08/20/12	08/24/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	1-1-1--	1:00	3	\$2,600.00	P-2	0.00	NM	3	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	1-1-1--		3				\$2,600.00		0.00			
N 12	KSDK	08/23/12	08/23/12	Thu Prime B Saving Hope	CM	8-9P	---T---	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---T---		1				\$1,600.00		0.00			
N 13	KSDK	08/22/12	08/22/12	LN (M-F) LN (M-F)	CM	10-1035p	--W----	1:00	1	\$3,300.00	P-2	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--W----		1				\$3,300.00		0.00			
N 14	KSDK	08/21/12	08/21/12	Tonight Show Tonight Show	CM	1035-1137p	-T-----	1:00	1	\$1,150.00	P-1	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		1				\$1,150.00		0.00			
													Totals	20	\$31,950.00